



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Sumter, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	77.0%	Population	13,805	13,204
College Towns	10.6%	Households	5,545	5,369
Modest Income Homes	7.9%	Families	3,509	3,354
Heartland Communities	4.6%	Median Age	34.1	35.3
		Median Household Income	\$21,610	\$23,764

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	36	\$972.80	\$5,394,187
Men's	36	\$177.53	\$984,417
Women's	34	\$317.54	\$1,760,745
Children's	44	\$182.32	\$1,010,992
Footwear	32	\$153.63	\$851,885
Watches & Jewelry	40	\$89.03	\$493,660
Apparel Products and Services <sup>1</sup>	42	\$52.75	\$292,488
<b>Computer</b>			
Computers and Hardware for Home Use	41	\$86.78	\$481,217
Software and Accessories for Home Use	37	\$10.61	\$58,827
<b>Entertainment &amp; Recreation</b>	48	\$1,766.05	\$9,792,753
<b>Fees and Admissions</b>	33	\$205.61	\$1,140,123
Membership Fees for Clubs <sup>2</sup>	36	\$59.41	\$329,429
Fees for Participant Sports, excl. Trips	31	\$35.10	\$194,657
Admission to Movie/Theatre/Opera/Ballet	34	\$50.12	\$277,905
Admission to Sporting Events, excl. Trips	36	\$21.74	\$120,557
Fees for Recreational Lessons	31	\$38.96	\$216,027
Dating Services	47	\$0.28	\$1,548
<b>TV/Video/Sound Equipment</b>	46	\$655.24	\$3,633,324
Community Antenna or Cable TV	50	\$371.52	\$2,060,099
Televisions	39	\$113.75	\$630,766
VCRs, Video Cameras, and DVD Players	47	\$15.56	\$86,288
Video Cassettes and DVDs	47	\$30.43	\$168,731
Video Game Hardware and Software	45	\$16.03	\$88,879
Satellite Dishes	59	\$0.65	\$3,585
Rental of Video Cassettes and DVDs	46	\$23.50	\$130,332
Streaming/Downloaded Video	27	\$0.22	\$1,233
Sound Equipment <sup>3</sup>	38	\$80.93	\$448,782
Rental and Repair of TV/Radio/Sound Equipment	45	\$2.64	\$14,629
Pets	57	\$252.06	\$1,397,699
Toys and Games	48	\$71.66	\$397,381
Recreational Vehicles and Fees <sup>4</sup>	69	\$301.39	\$1,671,203
Sports/Recreation/Exercise Equipment <sup>5</sup>	46	\$99.09	\$549,437
Photo Equipment and Supplies <sup>6</sup>	46	\$58.51	\$324,452
Reading <sup>7</sup>	43	\$122.48	\$679,134
<b>Food</b>	47	\$3,887.28	\$21,554,952
<b>Food at Home</b>	48	\$2,344.68	\$13,001,265
Bakery and Cereal Products	49	\$327.55	\$1,816,243
Meat, Poultry, Fish, and Eggs	49	\$598.70	\$3,319,790
Dairy Products	48	\$268.49	\$1,488,765
Fruit and Vegetables	44	\$362.58	\$2,010,524
Snacks and Other Food at Home <sup>8</sup>	49	\$787.37	\$4,365,943
<b>Food Away from Home</b>	45	\$1,542.59	\$8,553,687
Alcoholic Beverages	38	\$228.98	\$1,269,681
Nonalcoholic Beverages at Home	52	\$227.56	\$1,261,811



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<b>Financial</b>			
Investments	25	\$253.75	\$1,407,025
Vehicle Loans	55	\$3,170.61	\$17,581,016
<b>Health</b>			
Nonprescription Drugs	59	\$66.77	\$370,251
Prescription Drugs	59	\$332.29	\$1,842,537
Eyeglasses and Contact Lenses	50	\$38.44	\$213,144
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	37	\$3,339.91	\$18,519,799
Maintenance and Remodeling Services	36	\$741.06	\$4,109,160
Maintenance and Remodeling Materials <sup>10</sup>	57	\$238.98	\$1,325,137
Utilities, Fuel, and Public Services	52	\$2,359.56	\$13,083,767
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	42	\$59.45	\$329,647
Furniture	37	\$241.16	\$1,337,206
Floor Coverings	38	\$36.42	\$201,936
Major Appliances <sup>12</sup>	49	\$148.21	\$821,827
Housewares <sup>13</sup>	40	\$38.29	\$212,341
Small Appliances	49	\$17.15	\$95,096
Luggage	34	\$3.38	\$18,757
Telephones and Accessories	40	\$17.08	\$94,709
<b>Household Operations</b>			
Child Care	35	\$143.25	\$794,331
Lawn and Garden <sup>14</sup>	49	\$208.70	\$1,157,232
Moving/Storage/Freight Express	42	\$21.83	\$121,025
Housekeeping Supplies <sup>15</sup>	50	\$380.13	\$2,107,796
<b>Insurance</b>			
Owners and Renters Insurance	52	\$253.27	\$1,404,407
Vehicle Insurance	49	\$680.27	\$3,772,085
Life/Other Insurance	50	\$288.55	\$1,600,035
Health Insurance	52	\$1,054.40	\$5,846,661
Personal Care Products <sup>16</sup>	47	\$202.26	\$1,121,516
School Books and Supplies <sup>17</sup>	46	\$53.97	\$299,270
Smoking Products	64	\$288.95	\$1,602,211
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	51	\$2,650.25	\$14,695,625
Gasoline and Motor Oil	56	\$1,407.67	\$7,805,514
Vehicle Maintenance and Repairs	47	\$466.79	\$2,588,336
<b>Travel</b>			
Airline Fares	32	\$132.30	\$733,612
Lodging on Trips	39	\$166.51	\$923,286
Auto/Truck/Van Rental on Trips	29	\$11.28	\$62,565
Food and Drink on Trips	40	\$189.08	\$1,048,442

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.